

Birmingham restaurant week 2017 local food campaign

Opportunity

Birmingham Restaurant Week provides a platform for not only driving increased sales for local restaurants and celebrating the city's burgeoning culinary reputation, but also articulating REV Birmingham and the Urban Food Project's impact on the local food economy. Until this point, BRW has not fully leveraged communication channels to articulate the connection between diners, chefs, food start-ups, Alabama farmers and retailers in Birmingham's low-income neighborhoods. With a growing interest and loyalty to local food, the timing is perfect for BRW to use its robust communications footprint to communicate the WHY behind this 10-day culinary event.

Why Dine Out During BRW? – The Value Proposition

BRW diners support local entrepreneurs – start-ups, chefs, store owners and farmers – when they put their money where their mouth is. *Your BRW dollar FEEDS THE PROGRESS from the fork to the farm.*

Objectives

- Increase awareness of what UFP is, what UFP does and how it is shaping Bham's food scene
- Increase awareness of Urban Food Project restaurants' commitment to local food & Alabama farmers
- Increase customer awareness of impact of dining with UFP clients
- Increase sales among participating UFP restaurants
- Increase social media interaction & reach through shares & tags

Key Messaging

- Community connections & community investment
- BRW benefits REV's Urban Food Project
- Community is Bigger than Birmingham; it reaches from your fork to the farm
- Urban Food Project distributes produce from 40+ Alabama farmers year-round
- UFP creates access to fresh produce in low-income neighborhoods
- Alabama's farming community thrives on our investment
- From Alabama Farms to Your Table
- Good for Alabama Farmers. Good for community. Good for you.

Channel	Marketing Piece	Messaging / Marketing Concepts
Web	Dedicated content to UFP & WHY	<ul style="list-style-type: none">• Overview with WHY• What your dollar does during BRW• The faces of the local entrepreneurs BRW supports via UFP
Social Media <ul style="list-style-type: none">• Instagram• Facebook• Twitter• YELP	Scheduled posts generated in advance to promote producers, featured menu items, news from the farm and tangible positive outcomes from Birmingham's purchasing through UFP	<ul style="list-style-type: none">• Farmer profiles• Featured menu items• 'Straight off the Truck Into the Urban Kitchen'• Point of Impact: stories of positive outcomes
BRW Blog	Dedicated UFP Blogger	In addition to content related to the dish: <ul style="list-style-type: none">• What a chef's local produce dollar does in low-income Bham neighborhoods• Store owner and Farmer profiles• 'Straight off the Truck Into the Urban Kitchen': How local is our menu?

Birmingham restaurant week 2017 local food campaign

TV		<ul style="list-style-type: none"> • Priority to UFP clients • Dish features local item • Talking points re: UFP impact
Radio		<ul style="list-style-type: none"> • Priority to UFP clients • Remote from City Meats or Gilmer
Print		
Outdoor A-Frame		<ul style="list-style-type: none"> • <i>Proud supporter</i> • <i>From Alabama Farms to Your Table LOGO</i> • <i>We proudly source AL grown produce, giving Birmingham residents greater access to fresh fruits and vegetables in their neighborhood.</i>
Point of Sale	Acrylic frame w/ WHY	<ul style="list-style-type: none"> • <i>Community is Bigger than Birmingham</i> • <i>Community Connections, Community Investment</i> • <i>From Alabama Farms to Your Table LOGO</i> • <i>Good for Alabama Farmers. Good for community. Good for you.</i>
Dish drop / Trash	Acrylic frame w/ WHY	<ul style="list-style-type: none"> • <i>Thanks for dining with us. Your purchase supports Alabama farmers and makes Birmingham a better place.</i> • <i>From Alabama Farms to Your Table LOGO</i> • <i>Good for Alabama Farmers. Good for community. Good for you.</i>
Coffee Stations	Small Card	<ul style="list-style-type: none"> • <i>Community is Bigger than Birmingham</i> • <i>Community Connections, Community Investment</i> • <i>From Alabama Farms to Your Table LOGO</i> • <i>Good for Alabama Farmers. Good for community. Good for you.</i>
To-go boxes	Small To-Go Box Insert	<ul style="list-style-type: none"> • <i>Fresh, local & healthy on the run</i> • <i>Proudly source Alabama grown</i> • <i>From Alabama Farms to Your Table LOGO</i> • <i>Good for Alabama Farmers. Good for community. Good for you.</i> • <i>Learn more on social</i>
Menu boards	From AL Farms Logo AND / OR Featured Local Side & Baked Good	<ul style="list-style-type: none"> • <i>Proudly source Alabama grown</i>
Menus	Producers listed & Featured Producer	Who grew it, Where they're from
Baked Goods Case	Local Seasonal Baked Good w/ small card	Who grew it, Where they're from
Tabletop	Table Tent	Featured products in rotation: <ol style="list-style-type: none"> 1. Witt strawberries & peaches 2. Hamm Tomatoes 3. Farm Eggs 4. Fudge Pork 5. Gratitude Hydro 6. Hayne's Sweet Potatoes 7. McEwan Polenta & Oats